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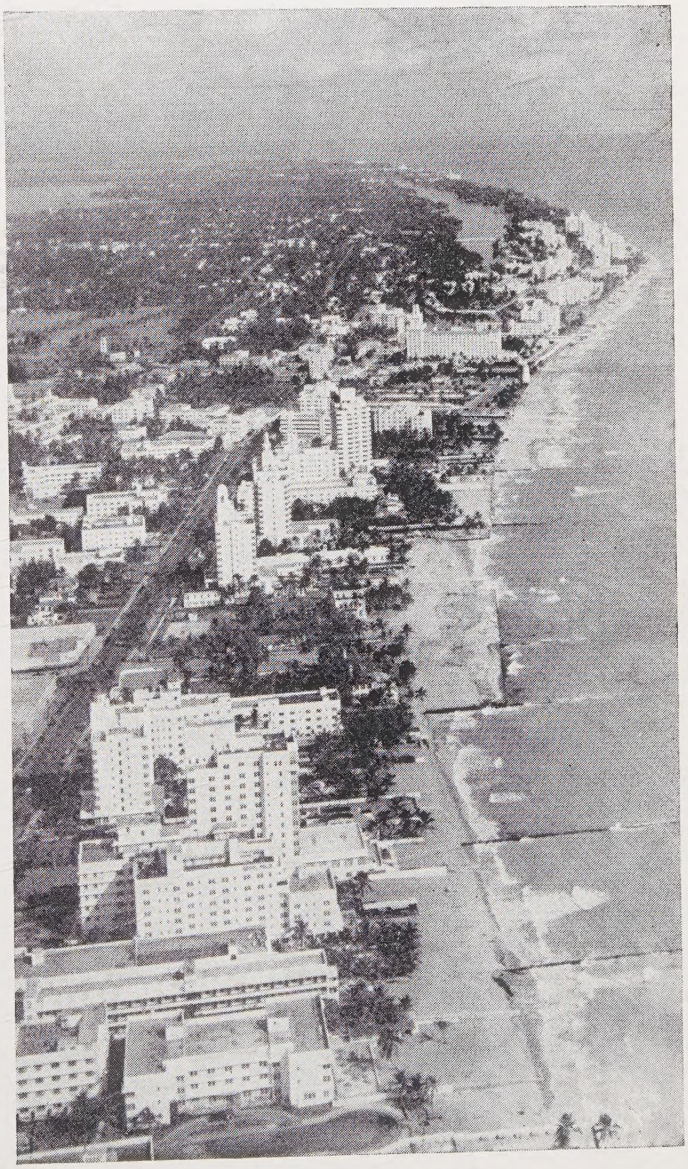

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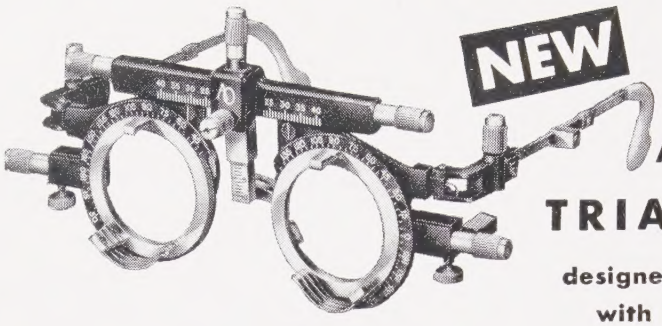

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That Shootin' Eye

We have just seen pages of the May issue of *Sports Afield*, which hit the newsstands and was delivered to the subscribers April 29, 1949. Beginning on page 40, readers find a very interesting article entitled "That Shootin' eye," by Ralph E. Wick, O.D.

This is a splendid article and will be read by over a million people. Get a copy and read this important, easy-to-read article. Dr. Wick is President of the South Dakota State Board of Examiners in Optometry and lives in Rapid City, South Dakota.

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Convention Plans Completed

Registration for three days of education, business and fun will begin on Sunday morning, May 29th at 9:30 A. M., at the Robert Richter Hotel, Miami Beach. The Annual Convention program will be headlined by Dr. Thaddeus Murroughs, Dr. Agnes S. Austin, Dr. Eugene Freeman, Roy Marks and H. L. Brownell.

The first session will convene at noon on Sunday in the main dining room of the hotel for a combined business-luncheon and educational session. Welcomes from the City of Miami Beach and the local group—Southeast Florida Optometric Association—will be extended. A special speaker to be presented by the Florida Association of Broadcasters will discuss radio public relations.

During the early morning hours, Dr. Sidney Norman of Ft. Lauderdale will lead the yearly contingent of golfers to the Bayshore Golf Course for the annual tournament.

Following the luncheon, which will be attended by the members of the Ladies' Auxiliary, the first educational session will be conducted in the main meeting room. Dr. Thaddeus Murroughs, of Linton, Indiana, will preside.

Mr. Roy Marks of the Univis Lens Company will be the second educational speaker, presenting "telescopic spectacles—prescribing and fitting."

The final session of the Sunday afternoon program will be devoted to the second business session.

That evening, the Ophthalmic Laboratories will present the 1949 edition of their Buffet Party.

On Monday morning, following breakfast and a quick ocean swim, the morning educational session will be called to order at 9:30 A. M. Dr. Murroughs will continue his presentation on Strabismus.

Dr. Agnes Sutton Austin will conclude the morning educational program by presenting "Control of Myopia."

At noon, the Florida Chapter of the American Academy of Optometry will present Dr. Eugene Freeman, Dean of the Chicago College of Optometry.

Mr. H .L. Brownell of the Bausch and Lomb, Southeastern Optical Company will begin the afternoon's educational sessions by discussing the Ortho-rator and occupational vision. He will be followed by Dr .Murroughs, concluding Tuesday's educational program.

The final business session with the election of the Association's new officers will convene at 4:30 P. M.

On Monday evening, in the main dining room, the Installation Banquet will be held. The banquet will be followed by dancing in the patio.

On Tuesday morning, Dr. Murroughs will conclude his presentation.

A trip to Cuba is being planned for the remainder of the week by Dr. Mason Pace.

The Convention Committee intends setting the registration fee to include the banquet and both luncheons. In the event, that a conventioner does not wish to attend any one of the events, the cost of the affair will be deducted from the total registration.

Roosevelt Hotel Site of Florida Board Exam

The Florida State Board of Optometry will meet at the Roosevelt Hotel in Jacksonville, Florida, beginning June 13th, to conduct a state board examination.

Arrangements have been made with the American Optical Company and the Southeastern Optical Company to provide complete refracting units with which the candidates may demonstrate their practical ability.

It is expected that about 50 candidates will be taking the Board Examination. The unprecedented number taking the board may extend the examination an additional day or two.

Dr. Austin to Lecture in Virginia, North Carolina, Florida

Dr. Agnes Sutton Austin of Miami will be the featured speaker at two educational conclaves on the Atlantic coast during May. Dr. Austin will leave Miami in time to address the Virginia Optometric Association at Old Point Comfort, Virginia, and at the North Carolina Chapter of the American Academy of Optometry in Morehead City, N. C.

Dr. Austin will return to Miami in time to lecture before the Florida Optometric Association Convention on May 30th.

Dr. Henry Edgar Cole

Dr. Henry Edgar Cole of Lakeland died in the Morrell Memorial Hospital on March 3, 1949.

Dr. Cole had been in rather poor health for a month and had been in the hospital for some time. The end came unexpectedly at the age of 79.

Advance Warning!

An era of especially severe competition between national magazines may be expected to lead to a rash of muckraking in which optometry as well as other professions and industries will be "smeared," according to the A.O.A. Department of Public Information.

This has been foreseen and for the last year and a half the department has studiously supplied national magazines with factual background material on optometry, so that attacks could not honestly be based on lack of information or on misinformation, Dr. Elmer M. Soles, director of the department, said.

Dentistry, psychiatry, drug manufacturers, and the optical industry are just a few among the many groups which have been muckraked in recent months, and many more exposes are on the way as magazines vie for circulation and advertising revenue.

"Visual care is taking its turn at the whipping post in a forthcoming issue of Hearst's *Cosmopolitan,*" Dr. Soles said. "From conversations with the editor of the magazine and the author of the article, we believe that the *Cosmopolitan* attack will follow the general pattern of 'What Should Your Dentist Charge?' which appeared in January, except that it will be broader in scope than the dental article. Source material is based largely on visits of patients to optometrists and medical practitioners throughout the country. Discrepancies in diagnosis and an alleged conflict between medicine and optometry, supposedly harmful to the public, are expected to receive major emphasis."

Dr. Soles said that optometry has reached a status of importance and maturity which entitles it to ignore unjustified sniping from the sidelines.

"Any individual or group which is important enough to be in the spotlight must expect to be attacked occasionally," he said. "Optometry would be unique if it could escape criticism. We do everything humanly possible to soften these blows in advance of publication, as we have done in the case of *Cosmopolitan,* by thorough presentation of the facts concerning our profession. We are also diligent and positive in asserting our rights to have misstatements corrected if they have appeared in print.

"Freedom of the press, however, prevents anyone from suppressing an article, and 'pressure' on a magazine invariably boomerangs because it further antagonizes the editor, who cannot be stopped from saying what he pleases."

Harold Kohn, legal counsel for A.O.A., said that libel suits against magazines are notably unsuccessful in the courts of this country, and editors have expert advice on what they can say and still stay within the law.

Dr. Soles offered the following observations to optometrists who may be incensed by muckraking attacks on the profession:

1. Remember that the purpose of a sensational article is to attract attention, and the more we talk and write about an article the surer the editor is that he has a "live" subject worthy of more treat-

(Continued on Page 14)

Vision Week Receives Plaudits of State

"Save your vision week" received a great deal of comment throughout the state this year. Beginning with a proclamation by Governor Fuller Warren and many of the mayors of communities throughout the state the week of March 6th through 12th was well received.

Throughout the state, newspaper and radios commented on the importance of maintaining good vision and credited many of the Florida State Local groups with definite action during the week. The newspapers used several photographs, including Optometrists and members of the Ladies' Auxiliaries.

In Miami, the radio programs sponsored over Radio Station WIOD were continued for seven consecutive weeks by the Southeast Florida Association at the request of the station management.

Convention Committees Appointed by Dr. Pace

Six committees for the coming Florida Optometric Association Convention have been appointed by Dr. Mason W. Pace, Chairman of the Convention Committee. The committees as appointed by Dr. Pace are as follows:

RECEPTION COMMITTEE: Dr. Jack Widdersheim, Chairman; Dr. Jack Anderson, Dr. J. C. DuBose, Dr. Karl K. Eychaner, Dr. Earle S. Lowry, Dr. Chester Rotter, Dr. Robert Parker, Dr. David Hendel and Dr. Niles Moren.

REGISTRATION COMMITTEE: Dr. Donald Conant, Chairman; Dr. P. M. Kessler, Dr. Joseph Hirsch, Dr. Jacqueline Turner, Dr. Ida Wooten, Dr. Emanuel Pushkin, Dr. Glenn Batteiger, and Dr. William Watkins.

COCKTAIL PARTY: Dr. Mason Pace.

EXHIBITS COMMITTEE: Dr. R. C. Garvin.

GOLF COMMITTEE: Dr. Sidney Norman .

LUNCHEONS AND BANQUET COMMITTEE: Southeast Florida Ladies' Auxiliary.

TRANSPORTATION COMMITTEE: Dr. I. Tumlin.

In appointing the committees, Dr. Pace asked the cooperation of all attending the Convention, in carrying out the time schedule. Assisting Dr. Pace have been Dr. R. R. Bradford and Dr. S. G. Schneider.

East Coast Association Meets at Vero Beach

The third regular meeting of the Florida East Coast Optometric Association was held in Vero Beach on April 7th. The meeting was called to order in the Rose Garden Tea Room and was followed by an educational meeting in the office of the group chairman, Dr. J. C. DuBose.

The association was originally organized in February and was attended at that time by a group of Optometrists from along the east coast extending from Daytona Beach to West Palm Beach, and through the ridge section from Belle Glade to Lake Wales.

"Fellowship, education and a better understanding of our way of life" caused the group to band together. Further, an interest in the betterment of Optometry as a whole and for the East Coast group particularly.

Dr. J. C. DuBose was elected temporary chairman and B. Q. Waddell, Jr., secretary. The meeting was attended by Drs. A. C. Haughton and R. K. McEwen from West Palm Beach, Drs. G. E. Mandaville and Charles Pharr from Ft. Pierce.

The second meeting was also attended by Dr. A. J. Reams.

Blood Bank Has Biggest Month in History

In March, 1949, the Blood Bank of Dade County prepared 1,747 transfusion, the largest month in the seven and a half years of its existence. Five hundred and ninety-seven were for charity patients, 158 for patients at the Veterans Administration Hospital in Coral Gables, and 992 were for private patients.

Four hundred and forty-nine studies of the Rh factor in the blood were done for expectant parents during the month. One hundred and thirty-five of these were charity cases and 314 were private.

The large demands brought the supply of blood to a dangerously low level several times during the month, and it was necessary to resort to emergency measures to get the needed donors in.

Two factors are responsible for the record month. New hospitals are opening, creating room for additional patients to be treated, and the uses of human blood in the routine treatment of disease are constantly increasing. Both of these factors are continuing, and the need for blood will grow steadily.

Florida Chapter, A.A.O. To Meet, May 29, 1949

The Florida Chapter of the American Academy of Optometry will hold a business meeting on Sunday, May 29, 1949 at the Robert Richter Hotel, Miami Beach. In announcing the meeting, Dr. Arthur Kitchen, president of the State Chapter requested all members to be present at 10:30 A. M. The room will be announced on the hotel bulletin board.

Florida West Coast Re-organizes Optometric Group

Twenty-four Optometrists met at the Floridian Hotel in Tampa during March to reorganize the Florida West Coast Optometric Association. The meeting was called purposely for the reactivating of the group and to listen to a talk by Dr. Otis Wolfe of Marshalltown, Iowa.

Dr. Karl K. Eychaner was elected president. He will be assisted by Dr. G. Capps, Plant City, as vice-president; Dr. Joseph Hirsch, Tampa, secretary, and Dr. Donald Babcock of St. Petersburg, treasurer.

Following the business portion of the meeting, Dr. Wolfe reiterated his statements regarding cataract procedure and the new scleral tonometer as reported in the FLORIDA OPTOMETRIST of March-April, 1949.

The new group decided to hold meetings the first Monday of every other month.

Those present were: from **Tampa**—Drs. L. A. Roddy, H. J. Fernandez, H. H. Fennell, Z. M. Fennell, P. L. Gloger, D. P. Galvin, D. L. Lynn, E. C. Prince, K. K. Eychaner, and J. Hirsch; from **MacDill Field,** C. C. Dunn; from **St. Petersburg**—H. J. Rees, R. H. Pemble, H. C. Bumpous, H. Wittner, D. Babcock, P. Benjamin and W. P. Murrell; from Clearwater—A. S. Kitchen, D. Cochrane, Jr.; from **Plant City**—G. Capps; from **Winter Haven**—E. I. McQuarrie, and C. M. McQuarrie; and from **Kissimmee**—T. Cost.

Lake Region Association Headed by Dr. McQuarrie

A Lake Region Optometric Association was organized on March 24th, in Winter Haven, Florida. Dr. C. McQuarrie of Winter Haven was elected chairman. Dr. Thomas Cost of Kissimmee was appointed as Secretary to assist Dr. McQuarrie.

Meetings of the group representing Kissimmee, Winter Haven, Haines City, Lake Wales, Bartow, Lakeland and Plant City will be held the first and third Monday of every month.

Florida Optometric Association Roster

At the suggestion of several officers of the Florida Optometric Association, the FLORIDA OPTOMETRIST herewith publishes a roster of the membership of the State Association. The list has been corrected to April 1, 1949.

Paid up membership in the State Association is necessary to attend **business sessions** of the Florida Optometric Association Convention. Dues may still be paid to the Secretary-Treasurer of the Florida Optometric Association, Dr. John R. Keene, 130 North Orange Ave., Orlando, Florida.

ARCHER, F. P. Jr., Homestead
ARCHER, F. P. Sr., Miami
ARIAS, JOSEPH, Miami
AUSTIN, AGNES SUTTON, Miami

BABCOCK, DONALD C., St. Petersburg
BARKER, LEONARD, Orlando
BARRACK, E. S., Live Oak
BECKWITT, CHARLES, Miami
BRADFORD, ROBERT R., Miami Beach
BRAND, C. B., Miami
BROWN, KARL E., West Bradenton
BUMPOUS, HENRY C., St. Petersburg
BURTS, WILBUR F., Orlando
BURROUGHS, W. J., Crestview

CAPPS, C. GLYNN, Plant City
CATHCART, N. W., West Point, Georgia
COCHRAN, DONALD D., Jr., Clearwater
COFFEE, LITTLETON, NITA D., Bradenton
COHEN, ARTHUR C., Miami
COHEN, AARON J., Miami Beach
CONBOY, CHARLES, Quincy
CONKLIN, FRANK J., Monticello
COST, THOMAS D., Kissimmee

DAVEY, WILLIAM P., Daytona Beach, Fla.
DuBOSE, JAMES C., Vero Beach
DUKE, JOSEPH W., Tampa

EDWAARD, CLARENCE C., Ft. Lauderdale
EYCHANER, KARL K., Tampa
EZELL, CARROL P., Lake Wales

FINGER, FRANK S., Ft. Pierce
FISHER, F. H., Miami Beach
FRAZEE, E. W., Lake City
FRIEDMAN, A. F., Miami

GARDNER, S. ALLEN, Miami Beach
GERSON, GEORGE J., Miami
GLICKSTEIN, LEONARD M., Coral Gables
GLOGER, PAUL L., Tampa
GONZALEZ, B., Miami
GRUNTHAL, LEONARD H., Jacksonville

HASKIN, LEONARD W., Miami
HAUGHTON, ALFRED C., West Palm Beach
HEIDEN, HERBERT, Hollywood
HIRSCH, E. S., Miami
HIRSCH, JOSEPH., St. Petersburg
HOLLOWAY, ANDREW H., St. Petersburg

INGRAM, ESTHER M., Winter Haven

JORDON, MARSHALL E., Avon Park

KEENE, GORDON N., Jr., Miami
KEENE, JAMES H., Miami
KEENE, JOHN R., Orlando
KEENE, L. H., Miami
KENNEDY, WALTER C., Sarasota
KITCHEN, ARTHUR S., Clearwater
KNERR, CLAIR JAMES, St. Petersburg

LANDALL, ROBERT B., Deland
LARIMER, WILLIAM A, Bonifay, Fla.

(Continued on Page 15)

Convention Registration Note!

Although to this writing, the registration fee for the Florida Optometric Association Convention has not been set, the State Convention Committee wishes to point out that the registration fee will include the lectures, two luncheons and the banquet.

The registration for the Ladies Auxiliary will, in addition, include a breakfast and a boat ride.

The Committee wishes to further state that in the event a registrant does not wish to participate in the luncheons, or banquet, the cost of the event will be deducted from the registration fee.

Blue Book Changes Requested Immediately

All Florida Optometrists are advised to correct their Blue Book listings immediately. It has been called to the attention of the Florida Optometrist that the deadline for corrections in the Blue Book of Optometry is fast approaching.

Changes of address, organizational membership, etc., should be sent to the Professional Press, 5 N. Wabash, Chicago, Illinois.

Exhibits To Be Presented By Three Ophthalmic Labs

Dr. R. C. Garvin, chairman in charge of exhibits, has announced that he has received three positive responses from laboratories planning on presenting exhibits at the forthcoming Florida Optometric Association Convention.

The responses were received from ophthalmic laboratories located in the Miami Area, those being Pan American Optical, New York Optical of Florida and Palm Optical.

Dr. Garvin explained that invitations had been extended to all ophthalmic suppliers in the state to present exhibits without charge.

Reading Diagnostician Addresses S.F.O.A.; Group Retains Attorney

Mrs. Mildred Smith of the Sylvania Heights School of Miami was the guest speaker before the May meeting of the Southeast Florida Optometric Association. Mrs. Smith who is a reading diagnostician with the Dade County Schools, spoke before twenty members and 16 guests, including several teachers interested in reading problems. The meeting was held in the Doctors Lounge of the Mercantile National Bank Building, Miami Beach.

Mrs. Smith told of her twelve years in the teaching field and particularly commented on the fact that she always thought that the thirty percent of children who always were behind were plain stupid. But, went on to tell of her own experience with her son. Upon entrance into school his I.Q. rating was very high, but always seemed behind in his reading. At the recommendation of his teacher and family physician, he was taken to an oculist for examination. He was prescribed for in the manner of a pair of glasses, but the glasses always disappeared. While Mrs. Smith was attending Columbia University in New York, she was introduced to Orthoptics. After a study of the reading habits of her son and twenty-seven hours of orthoptics she was able to jump his reading level from pre-primer to second grade in eight weeks.

Mrs. Smith concluded with several pertinent remarks, as a result of her training with men like Dr. Betts. The majority of ills are in near point fusion; spanking will not cure a visual difficulty; over thirty percent of the children in the United States are reading cases. In conclusion she predicted that the day was coming when a child will not start on reading in the schools until he was eight years old.

BUSINESS MEETING FOLLOWED

In the business meeting that followed, the SFOA authorized the Board of Directors to retain an attorney to prosecute violators of the law in Southeast Florida. This step was unanimously taken after a great deal of discussion, in favor of the step.

Dr. Agnes S. Austin announced that the first study group session on orthoptics was held at her office on Wednesday, April 27th. She suggested that since the purpose of the group was to prepare a panel for the reading diagnostician of Dade County, Mr. McClaflin, that all Optometrists in Southeast Florida be invited to attend the sessions. She further reported that the procedure to be followed in coming weeks would be to study case record sheets, follow through with a discussion of reading problems and then study the methods of correcting the problems. Upon conclusion, a qualifying examination would be held for all, including those not attending the sessions for listing on the panel. The qualifying examination will designate whether the Optometrist was able to recognize a reading problem and then know whether the case needed lenses or visual training or both.

Dr. Widdersheim announced that the next meeting would be a barbecue at the home of Dr. Archer, Sr., on June 6th.

Notes About the State

Dr. J. O. Keene, of Palatka who was recently hospitalized as a result of a heart attack is reportedly improving . . . In live Oak, **Drs. Bernard Forrest** and **Marshall Wright** combined their offices. The office is now located in the Alimar Theatre Building . . . **Dr. William Murrell** successful candidate of the last Board examination has announced the opening of his office at 332 Corey Avenue, in St. Petersburg Beach : . . In St. Cloud, **Dr. F. A. Johnson** has taken over the practice of **Dr. F. R. Seymour** . . . About the state, the newspapers have announced the membership of **Drs. F. P. Archer, Jr.**, Homestead; **Charles Beckwitt,** Miami; **R. C. Garvin,** Miami; **Leonard Haskin,** Miami; **C. P. Ezell,** Lake Wales; and **S. B. Schumacher,** Jacksonville in the American Optometric Foundation . . . In Miami, **Dr. J. H. Keene** was credited with "having never remembered seeing a Seminole Indian with poor eye-sight in 30 years of practice" . . . In Leesburg, **Dr. T. E. Weihe,** son of **Dr. F. E. Weihe,** has returned home following graduation from NICO and is awaiting the State Board Examination in June . . . Again in Miami, the SFOA, with the advent of television offered several suggestions to video fans for more comfort: (1) Rest your eyes frequently by glancing about the room and away from the screen. (2) Don't look at television in total darkness. (3) Don't wear sunglasses while viewing television.

SFOA Public Relations Program Rounds 1st Year

Definite progress in increasing favorable public recognition and understanding of optometry and optometrists was recorded during the first year's operation of the Southeast Florida Optometric Association's public relations program.

In April, 1948, the SFOA's first organized public relations program was started when Stuart G. Newman, Greater Miami public relations counsel, was retained to direct the program. Working with Drs. S. G. Schneider, R. C. Garvin and Emanuel Pushkin of the SFOA public relations committee, a suitable program was outlined.

Believing that the first step in effective public relations for optometry was in achieving the maximum of professionalization among all practitioners, efforts were launched toward this objective. Regular monthly and special bulletins, discussions at meetings, slide presentations and articles in the FLORIDA OPTOMETRIST were utilized to stress professionalization.

To enlist the aid of "opinion forming" groups and individuals, such publications as "What Is An Optometrist?" "The Visual Digest," "Facts About Highway Safety" and other special booklets were distributed to medical men, editors, legislators, radio commentators and teachers.

Public Informed

To acquaint the general public with broad aspects of optometry as well as with the Association, newspapers, radio and special events were fully utilized.

Most striking result of the program was the response by the press of South Florida. News stories, features, photographs and editorials released by the SFOA public relations director were published in 19 different publications. A total of 158 stories and 16 photographs were printed by these papers. These stories and photographs totaled 494 inches of newspaper space.

Auxiliary Takes To Air

The outstanding accomplishment in the field of radio was brought about by the cooperation of the public relations director and the Women's Auxiliary of the SFOA. A series of 15-minute radio programs, intigated by the Auxiliary, were presented for seven consecutive weeks over Station WIOD, Miami's National Broadcasting Company affiliate. Entitled "SOS Eyesight," the seven programs traced the history of optometry, modern developments, and cited such special fields as visual training, children's vision and occupational vision.

In addition to the one hour and 45 minutes of radio time contributed by WIOD, one major radio program of 15 minutes was utilized by the local ABC station, WQAM, in connection with the Motorists' Vision Campaign conducted by the Association.

The public relations program was closely linked with the Motorists' Vision program and the clinic, co-sponsored by the SFOA and University of Miami, which presented Dr. Darrell B. Harmon in a seminar on vision in the classroom.

Vision Week Stressed

"Save Your Vision Week," sponsored by the SFOA in this area, was fully developed by the public relations committee and considerable public recognition of the profession and its work resulted.

Progress also was made in general improvement of personal advertising b yindividual optometrists. Considerable progress was gained in eliminating or solidifying necessary "contributory" advertising. During the year, 87 requests for advertisements by individual practitioners were received by the public relations director and satisfactorily diverted.

Future Plans

Future plans for the second year's program call for an increase in scope and effort of public relations. Establishment of a speakers' bureau, on an effective scale, will be undertaken, while the tentative schedule also calls for concentration on occupational vision. Such events as the motorists' vision campaign and "Save Your Vision Week" again will be sponsored.

Convention Program

THE FLORIDA OPTOMETRIC ASSOCIATION

ROBERT RICHTER HOTEL — MIAMI BEACH

MAY 29, 30, 31, 1949

SUNDAY

9:30-12:00	Registration—Lobby of Robert Richter Hotel Annual Golf Tournament—Bayshore Golf Course
10:30-12:00	Florida Chapter, American Academy—Business Session
12:00- 2:00	Business-Luncheon Meeting* Welcome from City of Miami Beach, Florida Address by: Member of Association of Broadcasters Business Session
2:15- 3:30	How the Squinter Sees.....Dr. Thaddeus Murroughs
3:30- 4:30	Trifocals and Telescopic Lenses.....Roy Marks, Univis Lens Co.
4:45	Second Business Session
7:00	Annual Supply House Buffet Party Television Demonstration

MONDAY

9:30-11:00	Why the Squinter Sees As He Does.....Dr. Murroughs
11:00-12:00	Control of Myopia.....Dr. Agnes S. Austin
12:00- 2:00—	*American Academy of Optometry Luncheon Florida Chapter presents Dr. Eugene Freeman
2:15- 3:30	Occupational Vision .....H. L. Brownell Southeastern Optical Co.
3:30 -4:30	Occlusion and Peripheral Stereopsis.....Dr. Murroughs
4:30	Final Business Session Election of Officers
7:30	*Banquet

TUESDAY

9:30	Training the Strabismic.....Dr. Murroughs
12:00	Luncheon—Executive Session of Florida Optometric Association

**Included in the Registration Fee.*

Convention Program

WOMAN'S AUXILIARY

May 29, 30, 31, 1949

SUNDAY

9:30-12:00	Registration
12:00	*Luncheon with the Florida Optometric Association
2:00- 4:00	BUSINESS SESSION
7:00	Annual Laboratory Buffet Television

MONDAY

9:00-10:00	*Breakfast for all the Ladies
10:00-12:00	BUSINESS SESSION
12:00	*Luncheon for all the Ladies
2:00- 4:00	Fashion Show at the Hotel
4:00- 5:30	Cabana Party
7:30	Banquet and Dance

TUESDAY

10:00-12:00	Boat Trip
12:00	Adjourn

**Included in the Registration Fee.*

Contact Lens Clinic Opens at P. S. C. O.

On Friday, March 25, 1949, Mayor Bernard Samuel of Philadelphia auspiciously marked the dedication and the opening at the college of the nation's first free Contact Lens Clinic for the fitting and adaptation of contact lenses.

At 2 P. M. in the Contact Lens Clinic, on the third floor of the main building of the college, Mayor Samuel cut the ribbon which officially marked the opening of the Clinic. Present at this ceremony were Dr. Albert Fitch, president of the college; Dr. Lawrence Fitch, registrar; Dr. William Feinbloom, a most outstanding leader in the design of present-day contact lenses; Dr. John C .Neill, director of the Contact Lens Clinic, and several faculty members and clinicians.

Mayor Samuel examined the new contact lens equipment which will be able to accommodate six patients at one time. Television photographers took several pictures of the mayor, Dr. Albert Fitch, a clinician and a patient. These pictures appeared the same day on Station WFIL-TV at 7:15 P. M. and again at 10:00 P. M. on the news reel programs.

After the formal ceremony was concluded in the clinic, the group proceeded to the auditorium, where the dedication speeches were made before the upper-class students, faculty and visitors.

Dr. Albert Fitch opened the occasion by stating that just 30 years ago the first free eye clinics were dedicated at 1809 Spring Garden Street. These clinics still remain the only free eye clinics and the largest in the country. Dr. Fitch went on to say that the Contact Lens Clinic will be used for graduate and undergraduate instruction as well as for serving the public. Dr. Fitch explained that patients needing the services of the Contact Lens Clinic would be referred to this clinic only after having had a thorough examination at the College's Eye Clinics at 1809 Spring Garden Street.

Dr. Fitch introduced the first speaker, Dr. John C. Neill, director of the Contact Lens Clinic. Dr. Neill, who has been teaching the fitting of contact lenses since 1930, spoke on the development of their practicability. Dr. Neill stated that contact lenses are not new, that lenses were used in 1827 to protect the cornea. In 1880 contact lenses were tried for refractive errors of vision. Selzer and Fick were the first ones to use contact lenses satisfactorily. In 1920, when contact lenses came to America, they were made of glass. In 1930, Dr. William Feinbloom developed the first of the present-day usable contact lenses.

Dr. Fitch next introduced Dr. William Feinbloom of New York. Dr. Feinbloom, who has been doing research on contact lenses for 25 years, spoke on the latest developments of contact lenses. He also mentioned the problem of having the contact lenses fit in the eyes with as little pressure as possible, and the factor of haze which results after a four- or five-hour period. Dr. Feinbloom said that by careful observation of patients at this new Contact Lens Clinic, many of these problems of research will be solved.

Dr. Fitch then presented Mayor Bernard Samuel, who made the dedication address. Mayor Samuel said how pleased he was that the Contact Lens Clinic was another Philadelphia first. He went on to say that every undergraduate of P.S.C.O. will be required to take a course in the fitting of contact lenses. He said that both children and adults who are suffering from specific cases, such as corneal scars and conical cornea, where ordinary glasses are not suitable will be fitted at the Clinic.

Mayor Samuel spoke of Philadelphia being the world's finest medical center and he mentioned the services of several great Philadelphia doctors. In closing, Mayor Samuel congratulated Dr. Albert Fitch and the faculty for being foremost in the inauguration of this new Contact Lens Clinic.

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Examining	1.00	1.00	1.00	1.00			
Refracting and Visual Analysis	4.00	4.00	4.00	4.00			
Prescribing	2.00	1.00		1.00	2.00	1.00	1.00
(Lenses)	Lab. Cost	Lab. Cost			Lab. Cost	Lab. Cost	
(Frame or Mounting)	Lab. Cost				Lab. Cost		Lab. Cost
Verifying	1.00	1.00		1.00	1.00	.50	
Fitting	2.00	1.00			2.00	.50	2.00
Re-evaluating	1.00	1.00		1.00			
Servicing	1.00	1.00			1.00		1.00
Total Fee for Services	12.00	10.00	5.00	8.00	6.00	2.00	4.00

DOUBLE VISION

Examining	1.00	1.00		1.00			
Refracting	4.00	4.00		4.00			
Prescribing	3.00	2.00		2.00	2.00	1.50	
(Lenses)	Lab. Cost	Lab.Cost			Lab.Cost	Lab.Cost	
(Frame or Mounting)	Lab. Cost				Lab.Cost		
Verifying	2.00	2.00		2.00	2.00	1.00	
Fitting	2.00	1.00			2.00	.50	
Re-evaluating	1.00	1.00		1.00			
Servicing	1.00	1.00			1.00		
**Total Fee for Services*	14.00	12.00		10.00	7.00	3.00	

CONSULTATION ONLY $2.00

*As the above fees are for services only, the lab cost of materials must be added to the "Total Fee for Services" to arrive at the total charge to patient.

Table 1—Suggested Basic Fee Schedule for Professional Services

Recommending that all optometrists begin now, if they have not already done so, to charge patients for professional services and provite materials at cost, the ethics and eionomics committee of the Optometrical Association of Ontario, Canada, has presented to its membership a suggested basic schedule of fees.

The committee emphasizes that the fee scale is suggested as a basis and can be altered by many factors, such as: type and character of the optometrist charging the fee; skill and knowledge involved in the case; value to patient and ability to pay; geographical location; time, effort and responsibility involved, etc.

Pointing out that overhead must be regained in professional fees for services, the committee suggests: (a) assigning to each service a fee sufficiently large to include overhead, as is done in the suggested scale; (b) adding it as a "chair cost," based on total yearly overhead divided by the number of patients handled.

FROM OPTICAL JOURNAL-REVIEW, APRIL 15, 1949

Table 1 presents the suggested basic fee schedule and Table 2 offers a schedule for industrial work, visual training, field charting or fitting contact lenses.

INDUSTRIAL WORK

Where hardened lenses in safety goggles are supplied.	
Ready-made plano goggles	$2.00 plus lab. cost
Duplicating own Rx in safety goggles	4.00 plus lab. cost
Examining and refracting, no Rx given	5.00
Full Optometric services (Examining, refracting, prescribing safety goggles to Rx, verifying, fitting, re-evaluating, and servicing):	
Single vision	8.00 plus lab. cost
Double vision	10.00 plus lab. cost

VISUAL TRAINING

Visual Analysis, 10 training sessions	$25.00
Training subsequent to prescribing glasses, ea. session	2.00

FIELD CHARTING

Form field	$3.00
Form and color fields	5.00
Plotting blind spot	2.00

FITTING CONTACT LENSES

Complete service (lenses and other materials included)	$175.00 to $200.00

Table 2

New Eikonemeter Developed

Development of a new Space Eikonometer for measuring image size differences between the eyes was recently announced by American Optical Company.

Dr. Paul Boeder, director of the Bureau of Visual Science, said the visual defect, called aniseikonia, was discovered some years ago by Professor Adelbert Ames, Jr., and investigated by the Dartmouth Eye Institute, Hanover, N. H.

In explaining aniseikonia, Dr. Boeder said that symptoms of the defect include numerous visual and physical disturbances which are frequently disabling and arise because of an abnormal relationship between the ocular images of the two eyes.

Through the use of the new instrument, specialists in aniseikonia can accurately measure for the first time oblique meridional differences in the ocular images. Previous models measured only horizontal and vertical differences and had the further disadvantage of requiring room for a 20-foot projection. The new instrument, in addition to being completely self-contained, is simpler to use and has an improved optical system which makes it easier for the patient to report the effect seen.

The new instrument, Dr. Boeder said, reveals the actual binocular spatial relationships through special test lenses, two Polaroid plates and a three-dimensional Vectograph viewing screen. The Vectograph screen has two aniseikonia-revealing test patterns, each of which is polarized in such a manner that when viewed through the Polaroid plates the right pattern will be seen only by the right eye, and the left pattern by the left eye.

Iseikonic lenses prescribed for people suffering from aniseikonia, Dr. Boeder added, have corrected such disturbances as eye fatigue, sensitivity to light, headaches, nervousness, gastro-intestinal upsets, reading disabilities, and loss of the ability to judge the relative position of objects in space. This faulty spatial perception may be the explanation of some airplane and auto accidents.

Is It True?

Former Deputy Chief Inspector John J. Hennessy, of the New York City Police Department, is quoted in THIS WEEK Magazine as saying: "If you wear glasses, you may be a likely target for crooks. This is because they know that most police officers have good eyesight, and they won't risk tangling with a possible detective. For the same reason, lonely ladies prefer to accost men with glasses." So if you have a run of new male patients in the next few weeks, you'll know why.

A Lesson in Vision

By BERNARD KIRSCHENBAUM, O.D.

Vision can be defined
As the stimulus of light
Reacting on the human brain,
And thus producing sight.

And when we see the daylight
Including objects all around,
It ought to make us realize
Life's mysteries do abound!

When light reflects, it "bounces" back
From objects that it strikes,
It rebounds at an angle
Then up that pathway hikes.

Refraction is the process
Which light will e'er go through
Just as from air to water,
'Tis the bending it will do.

Some light absorbs in every case
Where light and surface meet,
It's the "soaking-in" of energy
In terms of radiant heat.

A Myope is a person
Who's vision is good at near,
But when he looks at distance
Things look kind of queer.

For this there is a reason,
At last we've found the cause,
We think we can prevent it
By obeying Nature's Laws.

A Hyperope can always see
The objects far away,
But tasks requiring near-point work
Make his vision cloudy gray.

Astigmats have their tough time
As they try to make sight clear,
Things look twisted, queer and bent,
With headaches front and rear.

Amblyopes have vision low,
Sometimes from accidents;
They may be helped, but that depends
If it's present in the parents.

And so that ends our lesson—
I hope it helps to show,
That vision should be guarded
By those well-trained to know.

Ladies' Auxiliary

Attention, Optometrist
Take This Home to Your Wife—Please

ATTENTION, LADIES! The Woman's Auxiliary to the Southeast Florida Optometric Association is looking forward to having the Ladies in Optometry as their guest at the Convention of the FLORIDA OPTOMETRIC ASSOCIATION when it meets in Miami Beach, May 29th, 30th and 31st.

Come!

Join us in the Sun
in the Sun
At the Robert Richter Hotel.

As Hostess, we earnestly want this to be the best convention ever; so let's take a vacation from our duties. Bring your Swim Suit, Sun Suit, a casual, and just one formal. We have much business to attend to, but a program has been planned especially for your enjoyment.

All the things listed in the program are without additional expense. All are inclusive. This, plus the renewing of old friends, should bring you to Miami Beach.

We welcome you and are looking forward to seeing all Optometry's ladies here with us.

DOROTHY K. PACE, *President*.
Woman's Auxiliary, SFOA

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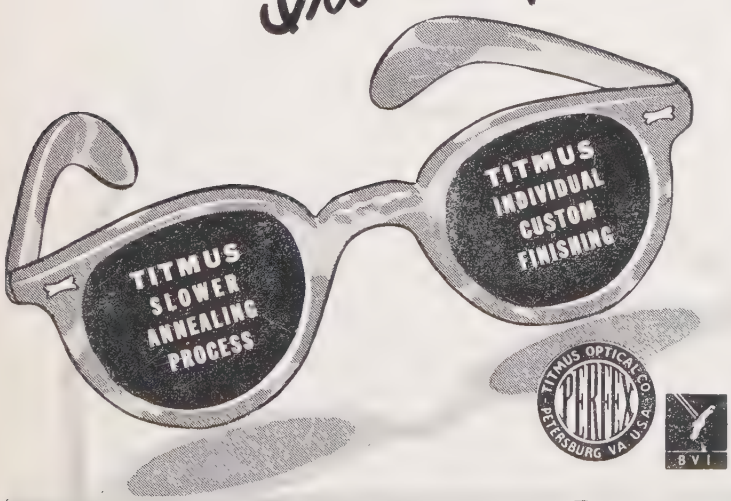

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Advance Warning

(Continued from Page 3)

ment. Often we serve ourselves best when we do not dignify an attack by recognition.

2. Remember that we are judged by the press and by the public on how we react to an attack. Hysterical defense in the form of abusive letters to the editor or threats of boycott and the like are childish and beneath the dignity of our profession. We have no power of this nature which an editor will take seriously. If such behavior could in any way benefit us it would be encouraged; but experience has shown that it does us irreparable harm. If you write to an editor, confine yourself to facts and sound logic, and express yourself like "a gentleman and a scholar," as a member of an important profession should.

3. Remember that the good will of the press if of inestimable value to optometry. Even though there are isolated instances of mistreatment we must retain diplomatic relations and cultivate friendly cooperation with the press — "Honey catches more flies than vinegar."

4. Remember that, like any individual or group, we are not infallible and that the curest method of preventing unfavorable publicity is to provide no excuse for it. Most muckraking articles have a germ of unfavorable truth which can be dramatized and expanded into an exaggerated picture. Professional groups are particularly subject to attack, and the fact that optometry has been relatively free of attack in the last decade speaks well for our profession.

5. Remember that one of the best defenses against attack is aggressive dissemination of the pertinent facts about our profession. If the truth about our competence, professionalism, and high ethical standards has been firmly implanted in the reader's mind in advance, the muckraking article is seen for what it is—a spotlight on the one or two bad apples in a whole barrel.

Dr. Soles said that the A.O.A. has previously advised optometrists not to write to editors about articles with which they disagree. Experience has shown that this advice has been heeded only by the more temperate practitioners. As a result, the mail received by editors has given a false impression of the profession because it has been almost 100 per cent vitriolic. He admonished optometrists who do write to be sure that their letters speak well for the profession. Stationery, typing and correct names and addresses are important as well a sliterary quality of expression, and adherence to facts, he said.

"We are constantly on trial in the Court of Public Opinion, and how we conduct ourselves in an emergency weighs heavily in the public's judgment," he said.

(Continued from Page 5)

LOMBARD, LOUIS E., Miami
LOOMIS, JAMES F., Jacksonville, Fla.

McEWEN, R. KEITH, West Palm Beach
McKINNON, NEILL A., Pensacola
McRILL, P. A., Ft. Lauderdale
MANDAVILLE, G. L., Ft. Pierce
MARTIN, J. C., Ybor City
MATTHEWS, WILLIAM R., Orlando
MAYER, L. B., Sarasota, Fla.
MOORE, TOM, Tallahassee
MORTON, WILLIS H., Gainesville
MORQUS, JAMES M., Arcadia

NEWBERRY, GRANT T., Panama City
NORMAN, SIDNEY L., Ft. Lauderdale

PACE, MASON W., Miami
POTERFIELD, HAROLD A., Tampa
PUSHKIN, EMANUEL, Miami

REAMS, ALBERT JOHN, Melbourne, Fla.
REICHELDERFER, WAYNE W., St. Petersburg
RODDY, LUSGAN A., Tampa
ROTTER, CHESTER N., Miami Beach
RYER, RICHARD L., Lakeland

SANCHEZ, JOSE, Key West
SAWYER, HENRY A., Jacksonville
SCHNEIDER, S. G., Miami Beach
SCHUMACHER, S. B., Jacksonville
SMITH, MAZIE B., Miami
STEBBINS, BERTRAND F., Miami

TATE, A. H., Miami
TILLEY, READE F., Clearwater
TUMLIN, L. A., Miami

VALDES, JOSEPH A., Key West
VANCE, ADDISON S., St. Petersburg

WATKINS, WILLIAM M., Hollywood
WEIHE, KARL J., Ocala
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EDITORIAL PAGE

WITH the present administrative year of the Florida Optometric Association about to end, the FLORIDA OPTOMETRIST turns its eyes to the future and tries to perceive what lies ahead.

But to look back a moment, in the 1948-49 year, Florida Optometry has seen the organization of several local groups. First there was the reorganization of the Orange County and Hillsborough-Pinellas Associations, followed by the Northeast Florida and most recently the Florida Central East Coast Group. Certainly the continued activity of the Southeast Florida Association cannot be overlooked. It is with confidence, that the FLORIDA OPTOMETRIST looks to a stronger State Organization as a result of the local sections action.

The trend of thinking in the state is definitely toward professionalism. Certainly the practitioners of the state could not be continuously "bombarded" by words from our American Optometric Association without absorbing some of the preachings of professionalism. The future trend is clear!

The future holds for a change in the philosophy regarding the fee systems. Certainly it has been shown that a change to the fee system requires only a change of thinking on the part of the Optometrist and his conveying the thought to his patient. With the possible advent of a state sales tax, the thinking of the remaining minority must change more rapidly.

With the greater interest being shown in organized activity the FLORIDA OPTOMETRIST looks to a year of planning and activity by state committees.

In closing, the FLORIDA OPTOMETRIST congratulates all Optometrists in the State for their continued progress.

APRIL was AMERICAN OPTOMETRIC FOUNDATION Month. Unfortunately, the FLORIDA OPTOMETRIST did not learn of the plans of the American Optometric Foundation drive until after our last edition had gone to press. But, certainly we must comment on the American Optometric Foundation now.

The American Optometric Foundation was incorporated in 1947 as a non-profit organization to raise funds for the advancement and art of Optometry and to better enable the profession to serve the public. Incorporation followed 10 years of planning by the leaders in Optometry, many of whom are now officers of the foundation.

The American Optometric Foundation considers one of its duties to be in the field of research. Since research is the life blood of any science, Optometry cannot hold nor advance its present position without contributing its fair share to its progress.

The Foundation has found that with the rapid advance of the subjects within the profession, the text books have not kept abreast of it. Therefore, the Foundation may make grants to competent authorities to help defray the cost of research, writing and preparation of the needed books.

Funds may be made available as loans, scholarships or fellowships to exceptionally capable students to study for the profession under the student aid program.

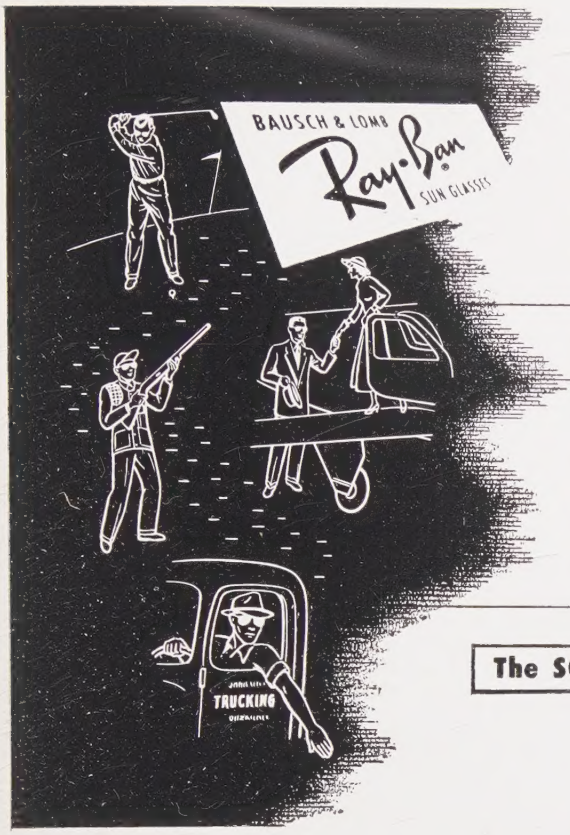
Under the program of Professional Practice, the Foundation may make loans to worthy applicants to help them establish their practices in professional surroundings.

Certainly, these facts deserve your investigation. The FLORIDA OPTOMETRIST suggests that if you are not already a member that you write, Dr. Walter C. Kennedy, Sarasota, Florida, regarding further information.

THE May-June edition of the Florida Optometrist concludes one year under the present editorial administration. It is still difficult to know whether the "new" Florida Optometrist has been fully received. The only response has been from Dr. Harry Pines of Chicago, a member of the Florida Optometric Association, who on several occasions has written your editor with words of encouragement. We have also seen several of our articles reprinted in other state journals. This we feel has been another encouraging step forward.

During the year, the Florida Optometrist, has attempted to staff its roster with representation from all corners of the state. In many instances, cooperation has been extended by some of our younger men, a few of whom have yet to take the state board examination. To them we extend our sincere thanks.

In conclusion, should the present policy be continued by the incoming officers, we will make every effort to continue our progressive ways.



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These people are putting their vision in your hands. When you tell them trifocals will help them see in a normal manner, *they'll wear them* . . . and you'll be rewarded through the complete visual satisfaction you have provided. We're not guessing. It's happened more than 300,000 times in the last 12 years.

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